

A Proclamation

SMALL BUSINESS SATURDAY

WHEREAS, according to the United States Small Business Administration, there are over 31 million small businesses in the United States, representing over 99% of firms with paid employees, and these small businesses employ over 47% of employees in the private sector; and

WHEREAS, 88% of U.S. consumers feel a personal commitment to support small businesses in the wake of the pandemic; and 92% of small business owners have pivoted the way they do business to stay open during the pandemic; and

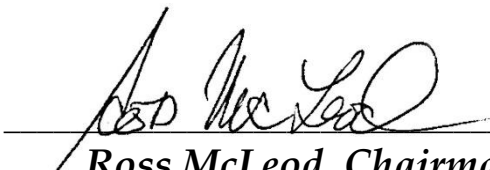
WHEREAS, 97% of shoppers on Small Business Saturday recognize the impact shopping small can make, with 85% of them encouraging friends and family to also shop small; and

WHEREAS, 56% of shoppers reported they shopped online with a small business on Small Business Saturday in 2020; and more than 50% of consumers who reported shopping small endorsed a local business on social media or shopped at a local business because of a social media recommendation; and

WHEREAS, the government of the Town of Windham, NH supports and celebrates our own local businesses, numbering over 400 that contribute to our Town's unique fabric and identity, and the contributions they make to our local economy and community; and

WHEREAS, advocacy groups, and public and private organizations across the country, have endorsed the Saturday after Thanksgiving as Small Business Saturday.

NOW, THEREFORE, THE BOARD OF SELECTMEN of the Town of Windham, New Hampshire, does hereby proclaim **November 27, 2021** as "**Small Business Saturday**" and urges the residents of our community, and communities across the country, to support small businesses and merchants on this day and throughout the year.



Ross McLeod, Chairman

